GRADE LEVEL/UNIT TITLE: 11-12/Apply Effective Web Page Management Techniques   Course Code: 034393 CIP Code: 11.0103

COURSE INTRODUCTION:

Course Rationale: Rapid technological advancement by businesses to reach global markets, greater focus on industry certifications and national skill standards, expansion of responsibilities of office workers, portability of employee skills—all these increase the need for business students in career education programs to have skills in Web design and maintenance.

Course Description: This course deals with the use of Web programming languages (HTML, Javascript, etc.), graphics applications, and other Web authoring tools to design, edit, launch, and maintain Web sites and pages. Such topics as Internet theory, Web page standards, Web design elements, user interfaces, special effects, navigation, and emerging Web technologies will be included.

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UNIT DESCRIPTION: This unit will teach web page management techniques. Students will create an electronic portfolio that is Internet ready.	SUGGESTED UNIT TIMELINE: 10-15 days
	CLASS PERIOD (min.): 50 minutes

ESSENTIAL QUESTIONS:

1.   **What is the process you would implement to publish your web page on the Internet?**

ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA	DOK
1. Describe various Web publishing techniques					IT.VII.3.6	**1**
2. Compare and contrast Web hosting account options					IT.V.3.5	**3**
3. Explain the process of obtaining a domain name					IT.V.3.5	**3**
4. Create an electronic portfolio					CD.V.B.3.3	**4**
5. Organize all content files into folder management					IT.III.1.2	**2**
6. Implement time management techniques					CD.III.A.4.2	**3**
7. Create meta tags to be utilized by a variety of search engines					IT.V.3.5	**3**
8. Demonstrate ethical behavior					COMM.I.D.2.3	**2**
9. Conduct usability testing					IT.VII.3.12	**4**
10. Apply copyright laws in all Web-related projects				W.11-12.8	IT.VII.3.4	**2**
11. Describe security issues (e.g., viruses, firewalls, passwords, filters)					IT.XIV.3.4	**2**

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ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)	
*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)	
Obj. #	**INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)**
1 -4, 9	1. Class Discussion – Free Web Hosting
8, 10	2. Class Discussion via Copyright.pptx
6	3. Continuing Discussion over Time Management
7	4. Class Discussion via Article: 10 Basic SEO Tips to Get You Started
11	5. Class Discussion via Article: Top 10 Website Security Issues
Obj. #	**INSTRUCTIONAL ACTIVITIES: (What Students Do)**
1-4, 9	1. Participate in class discussion on free web hosting. Upload class projects to Website Provider; Utilize Check HTMl Before You Wreck HTML
8, 10	2. Participate in class discussion on Copyright.
6	3. Participate in class discussion on Time Management.
7	4. Participate in class discussion on 10 Tips article.
11	5. Participate in class discussion on Security Issues.
UNIT RESOURCES: (include internet addresses for linking) **Resources@MCCE - BE DVD ROM 9, Business Basics: Copyrights:** Global Video, LLC, SCOTTSDALE, AZ, GLOBAL VIDEO, LLC, 2004. Program	

describes what needs to be copyrighted and what does not. Visit the U.S. Copyright Office and learn the answers to common questions about copyright law. 18 minutes. Grades 9-12.

Resources@MCCE - E DVD ROM 3.4, Plagiarism 2.0: Information Ethics in the Digital Age: Cambrdge Educational, NEW YORK, NY, FILMS MEDIA, 2011. This program examines the behaviors that constitute plagiarism, their consequences, and the best ways to avoid them. Showing how accidental copying as well as willful plagiarism can occur, the program lays out the dangers of cheating, then illustrates the pitfalls of non-attribution and patch writing while showing how to properly attribute and paraphrase a lengthy quotation. Copyright, trademark, and intellectual property concepts are clearly discussed, in addition to potential sources of non-copyrighted material. Common citation formats (APA, MLA, Bluebook, etc.) are listed along with the suggestion that the student confer with his or her instructor about them. 22 minutes.

Resources@MCCE - G&C DVD ROM 53, CyberEthics: Cambridge Educational, LAWRENCEVILLE, NJ, FILMS MEDIA GROUP, 2008. This program helps students take the high road on the information superhighway and avoid the temptations of the fast lane, pointing the way toward an ethically sound Internet presence and lifestyle. Guidelines for the use of intellectual property are featured, with emphasis on the consequences of illegal downloading, copyright infringement, and plagiarism. Pornography, gaming sites, chat rooms, and online social networks are also discussed, helping viewers steer clear of antisocial and abusive activities, especially cyber-bullying. Comments from experts, as well as questions from peers who are confused about the fine points of cyber legality, serve to clarify central ethical principles. 14 minutes.